



# CRAIN'S DETROIT BUSINESS

Detroit and Southeast Michigan's premier business news and information website

STAFF BLOGS

**Sherri Welch**

The Business of Being Nonprofit



Originally Published: November 15, 2010 4:29 PM Modified: November 16, 2010 2:58 PM

## Detroit 187 actress Erin Cummings, Chelsea actor Jeff Daniels and others lend celebrity to help raise funds

While handing out candy at her cousin's house on Halloween, Detroit 187 actress Erin Cummings came face to face with need in Detroit.

A young trick or treator with only one glove was in tears because she was cold. Cummings' cousin reportedly invited the girl, her sister and mother inside to warm up while she rounded up another pair of gloves.

The encounter is prompting Cummings to launch the "Mittens for Detroit" campaign on Tuesday to collect and distribute new gloves and mittens to needy Detroit children and adults through local nonprofits like Covenant House of Michigan.

Jason Brown of PublicCity PR is coordinating the effort along with Cummings. So far, they've gotten agreement from Just Baked in Livonia, Detroit's American Coney Island and Compuware Corp. in Detroit to have "Mittens for Detroit" drop boxes placed at their locations, Brown said.

Once all donation locations are lined up, they'll be posted [here](#).

Separately, Cummings has agreed to serve as grand marshall for the opening night of a new drive-through holiday lights display housed at the Hazel Park Raceway.

Organized by the Southfield-based Moslem Shriners, the mile-plus drive with more than 300 light displays runs Nov. 23-Jan. 2.

Admission is \$10 per car, \$1 of which the Shriners said they plan to donate to area nonprofits such as Covenant House, Gleaners Community Food Bank, The Heat & Warmth Fund, Detroit Public Schools and Toys for Tots.

But the bulk of the admission price will benefit the Moslem Shriners' general fund which pays for its own operational expenses, which include administrative and building costs, said Chuck Baer, founder of Davison-based private investigation/security company Charles Baer & Associates L.L.C.

The Shriners is a unit of the Imperial Council AAONMS, a 501(c)10 fraternity nonprofit and not a charitable nonprofit.

The Shriners do, however, hold other events throughout the year where 100 percent of the proceeds benefits the nonprofit Shriners Hospitals for Children network, Baer said.

Those include its annual June sale of self-published newspapers that explain the work of the hospitals and the Shriners Charity Golf Outing at Tournament Players Club in Dearborn every summer.

But the light show and annual circus the Shriners host are not fundraisers in support of the Shrine Hospital Network, he said.

Chelsea native and Hollywood actor and musician Jeff Daniels and other celebrities are also lending a hand to local charitable efforts.

Daniels plans to join Alto Red, founding and current member of the Bob Seger & the Silver Bullet Band, Martha Reeves and Mitch Ryder, among others at "Alto Reed's AllStar Thanksgiving Celebration" at the Fillmore Detroit—formerly the State Theatre—on Friday, Nov. 26.

Proceeds from the event will benefit Goodwill Industries of Greater Detroit and its mission of getting more Metro Detroit people ready to work and in jobs.

---

© 2010 Crain Communications Inc.  
Use of editorial content without permission is strictly prohibited. All rights Reserved  
[www.crainsdetroit.com](http://www.crainsdetroit.com)